

IN THE SPECIFICATION

Please insert the following paragraph into the Brief Description of the Drawings, following the description of Fig. 3.

--Fig. 4a illustrates a first side of a tape depicting a first set of indicia for measurement in inches;

Fig. 4b illustrates a second side of a tape depicting a second set indicia spaced measurement at a scale ratio.--

Please delete paragraph [0025] and replace it with the following amended paragraph.

--[0025] While the example embodiment shown in FIG. 1 illustrates a first set of indicia 22a as being actual and a second set of indicia 22b as being non-actual, the present invention contemplates that, in accordance with alternative example embodiments thereof, first set of indicia 22a is non-actual and second set of indicia 22b is actual, or else first and second sets of indicia 22a and 22b may both be non-actual. In addition, it is noted that, while measuring device 10 is illustrated as having sets of indicia on one side 100 of strip 12 (e.g., the side which is shown in plan view), additional example embodiments of measuring device 10 may employ sets of indicia on both sides 100, 102 of strip 12. --